

FIG. 1

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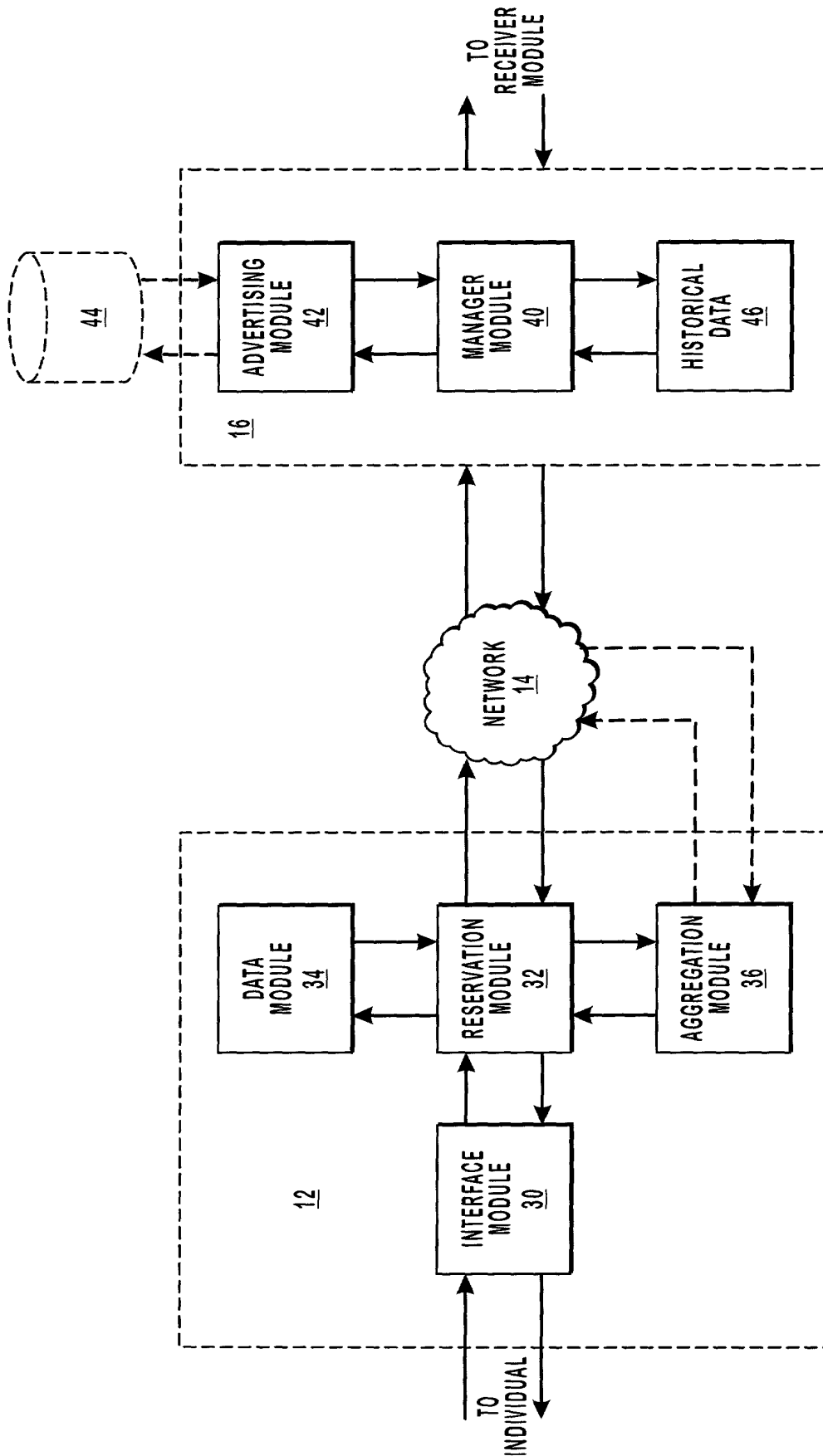


FIG. 2

FIG. 2

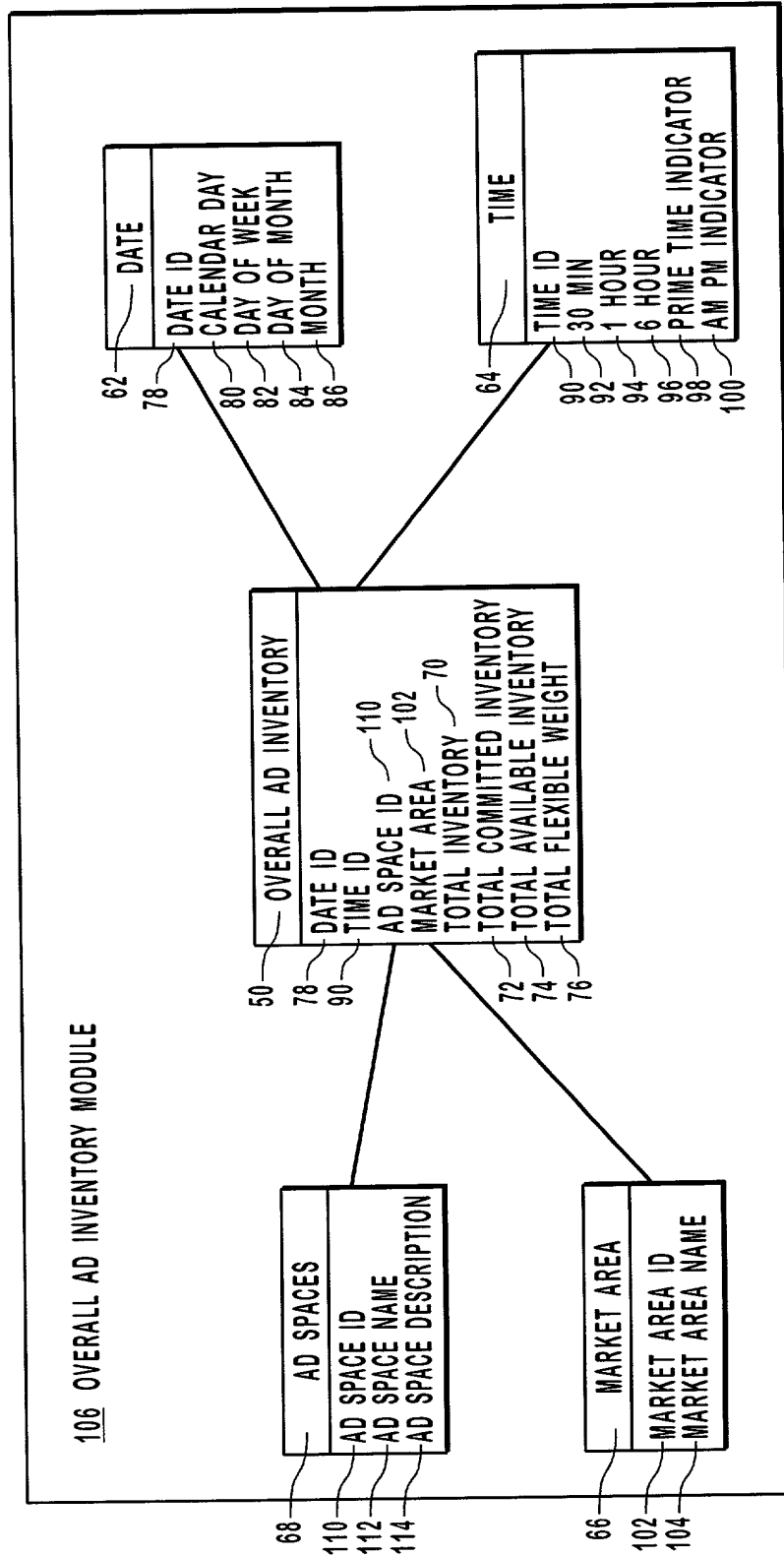


FIG. 3

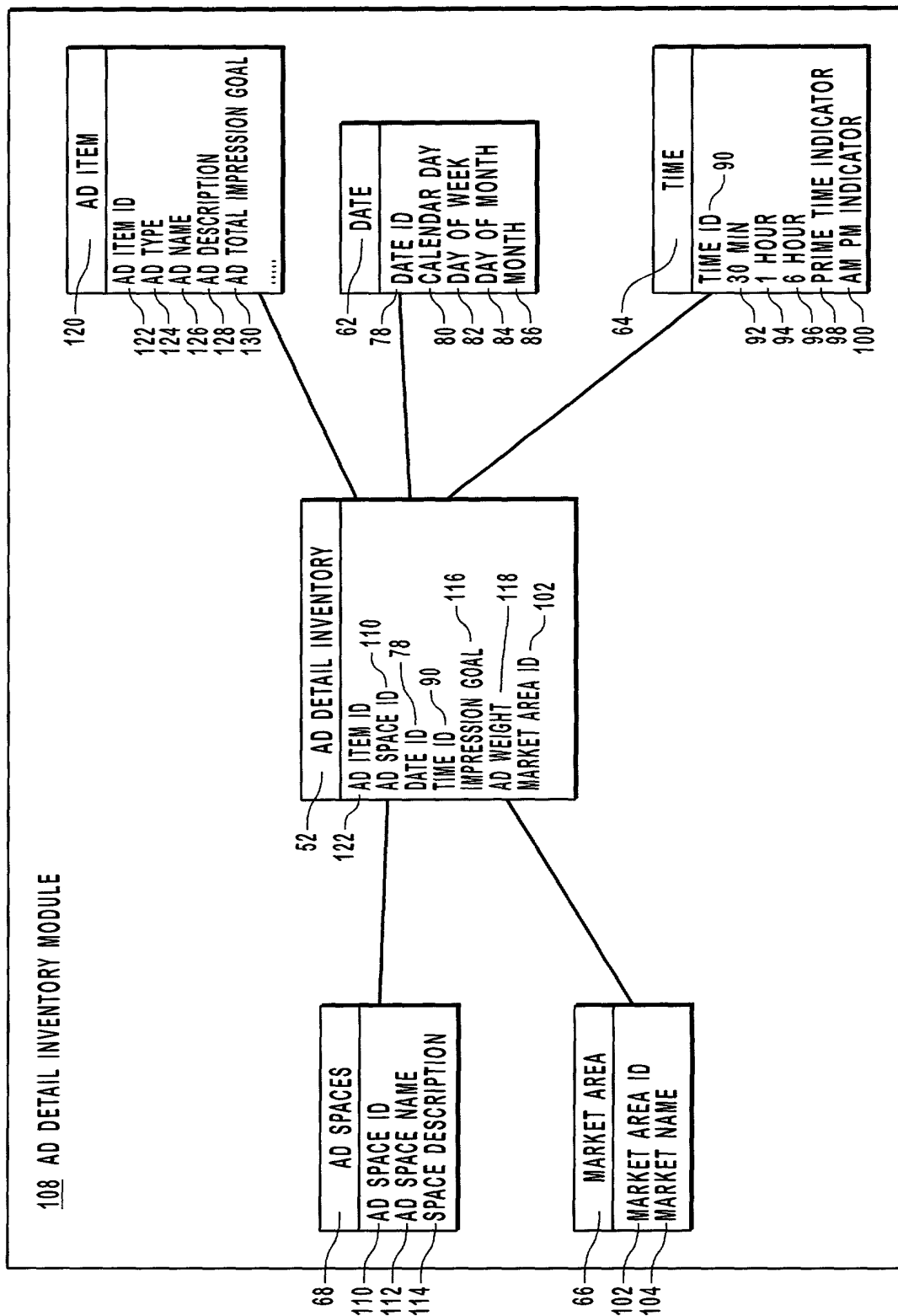


FIG. 4

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FIG. 5

FIG. 5 is a screenshot of a web browser window displaying an "AD PLANNING PROTOTYPE" interface. The browser's address bar shows "http://localhost/adtool/default.asp". The interface includes a menu bar (File, Edit, View, Favorites, Tools, Help) and a toolbar with icons for Back, Forward, Home, Search, Favorites, History, and Go. The main content area is divided into several sections:

AD PLANNING PROTOTYPE:

- Buttons:** "View Inventory" (174), "Check Availability" (176), "Book Ad" (172), and "Go" (194).
- Date and Time Selection:** "Start Date:" (180) with a dropdown menu (182) showing "04/02/2001", "End Date:" (182) with a dropdown menu (182) showing "04/03/2001", "From:" (184) with a dropdown menu (184) showing "18:00", and "To:" (185) with a dropdown menu (185) showing "20:00".
- Available Market Area:** A list of markets (188) including BILLINGS, BLOXI-GULFPORT, BINGHAMTON, BIRMINGHAM (ANN AND TUSC), and BLUEFIELD-BECKLEY-OAK HILL. A "Go" button (194) is located below the list.
- Ad Space:** A dropdown menu (192) showing "All".
- Selected Market Area:** A text box (190) showing "Boston".

View Inventory Table:

Date	Total Inventory	Total Committed Inventory	Total Available Inventory	Total Flexible Weight	Total Inventory	Total Committed Inventory
04/02/2001	35	31	4	11	39	0
04/03/2001	25	0	25	100	33	2
Grand Total	60	31	29	48	72	2

The browser window also shows a status bar at the bottom with "Done" and "Internet" icons.

FIG. 6

FIG. 6 is a screenshot of a web browser displaying an "AD PLANNING PROTOTYPE" interface. The browser's address bar shows "http://localhost/adtool/default.asp". The interface includes a navigation bar with buttons for "Back", "Forward", "Home", "Search", "Favorites", "History", and "Go".

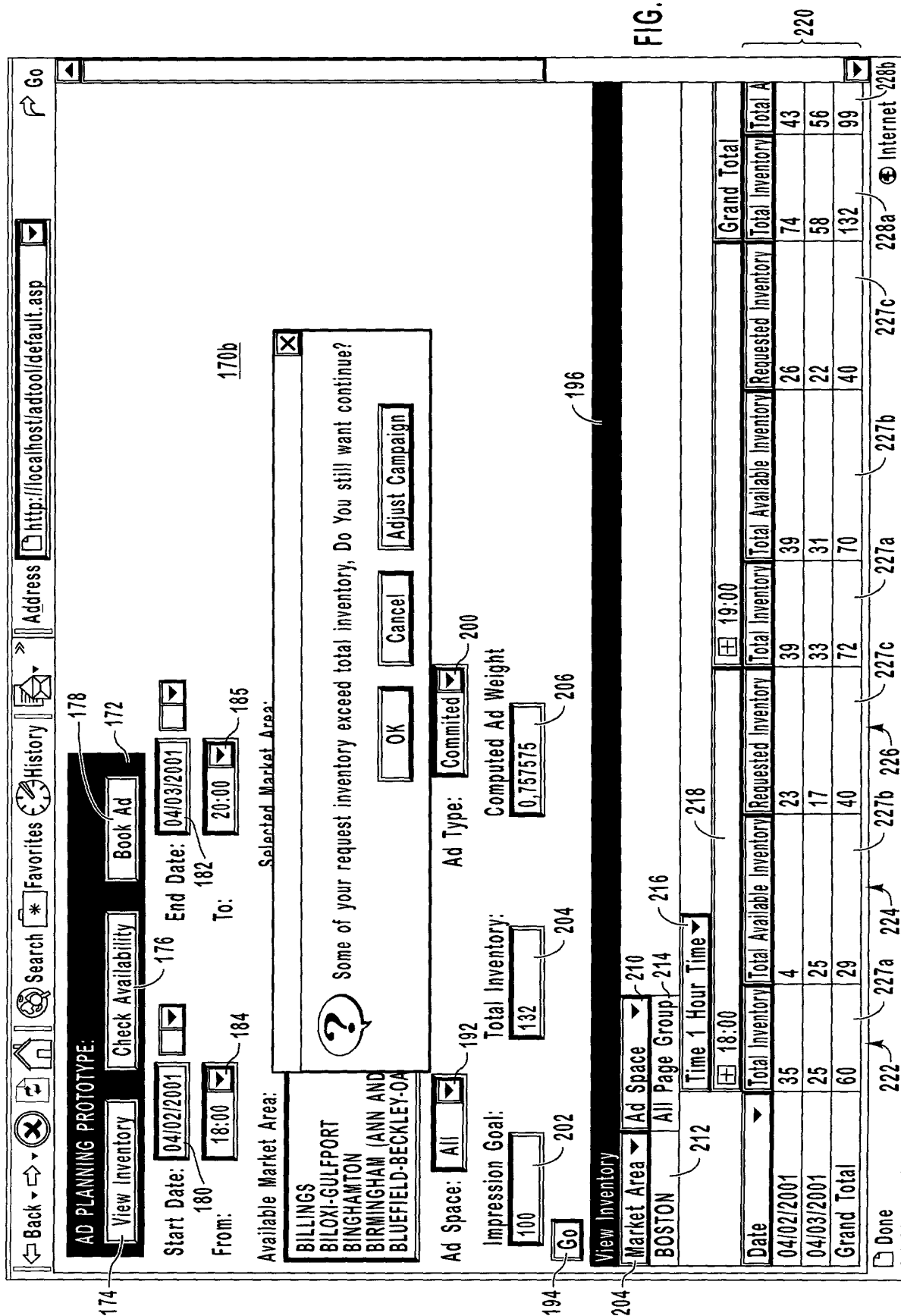
The main content area is divided into several sections:

- AD PLANNING PROTOTYPE:** A header section containing buttons for "View Inventory" (174), "Check Availability" (176), and "Book Ad" (172).
- Start Date:** A date picker set to "04/02/2001" (180).
- End Date:** A date picker set to "04/03/2001" (182).
- From:** A time picker set to "18:00" (184).
- To:** A time picker set to "20:00" (186).
- Available Market Area:** A list of markets including "BILLINGS", "BILOXI-GULFPORT", "BINGHAMTON", "BIRMINGHAM (ANN AND TUSC)", and "BLUEFIELD-BECKLEY-OAK HILL" (188).
- Selected Market Area:** A list showing "Boston" (190).
- Ad Space:** A dropdown menu set to "All" (192).
- Ad Type:** A dropdown menu set to "Committed" (200).
- Computed Ad Weight:** A text box displaying "0,757575" (206).
- Impression Goal:** A text box displaying "100" (202).
- Total Inventory:** A text box displaying "132" (204).
- Go:** A button to submit the form (194).

The bottom section displays a table of inventory data:

Date	Total Inventory	Total Available Inventory	Requested Inventory	Total Inventory	Total Available Inventory	Requested Inventory	Total Inventory	Total Available Inventory	Requested Inventory
04/02/2001	35	4	23	39	39	26	74	43	43
04/03/2001	25	25	17	33	31	22	58	56	56
Grand Total	60	29	40	72	70	40	132	99	99

The table is part of a larger section labeled "View Inventory" (204) which includes a "Market Area" dropdown set to "BOSTON" (210) and a "Time 1 Hour Time" dropdown set to "18:00" (212). The table is also part of a section labeled "Grand Total" (220) which includes a "Done" button (222) and a "Go" button (224).



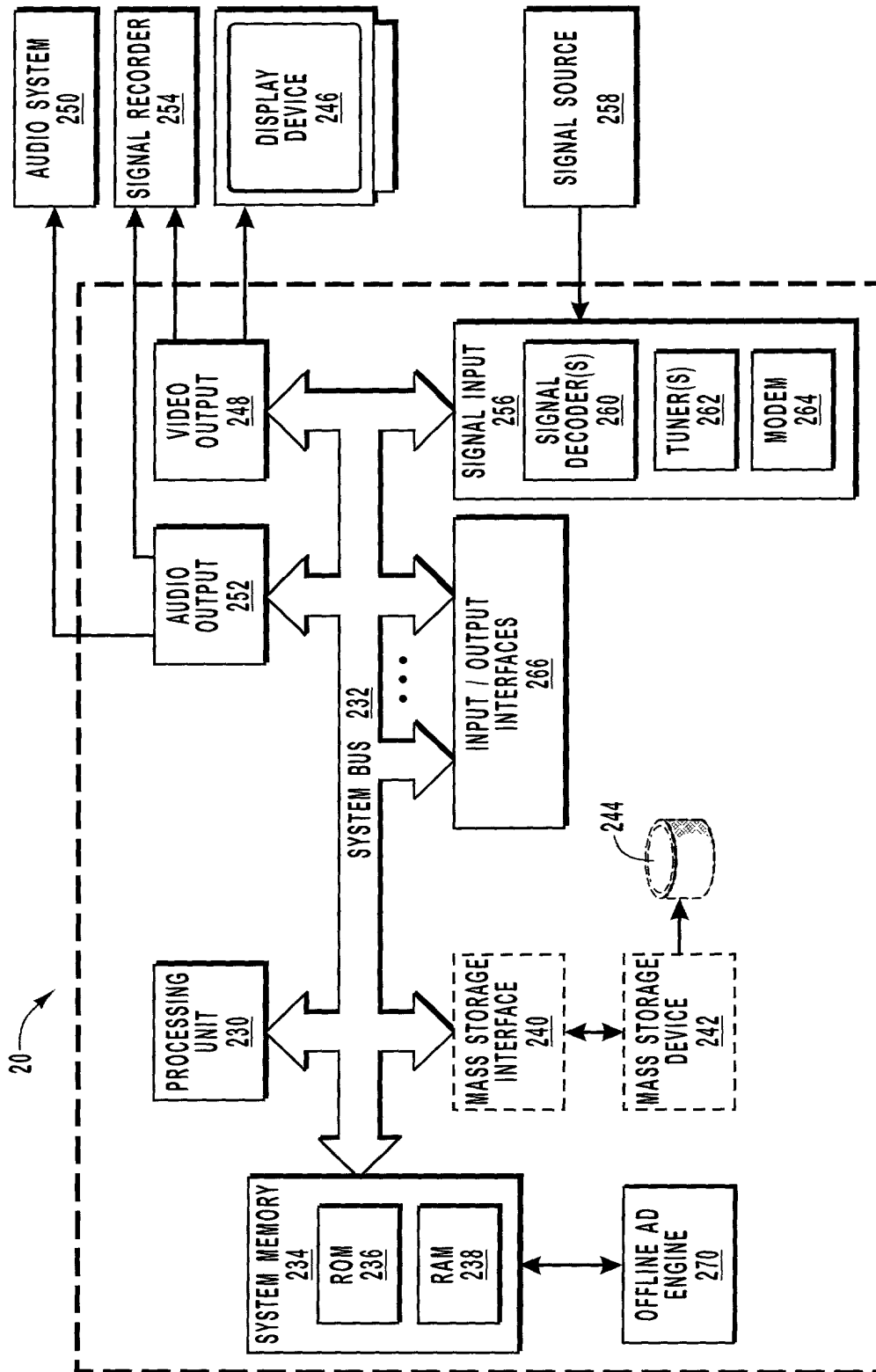


FIG. 8

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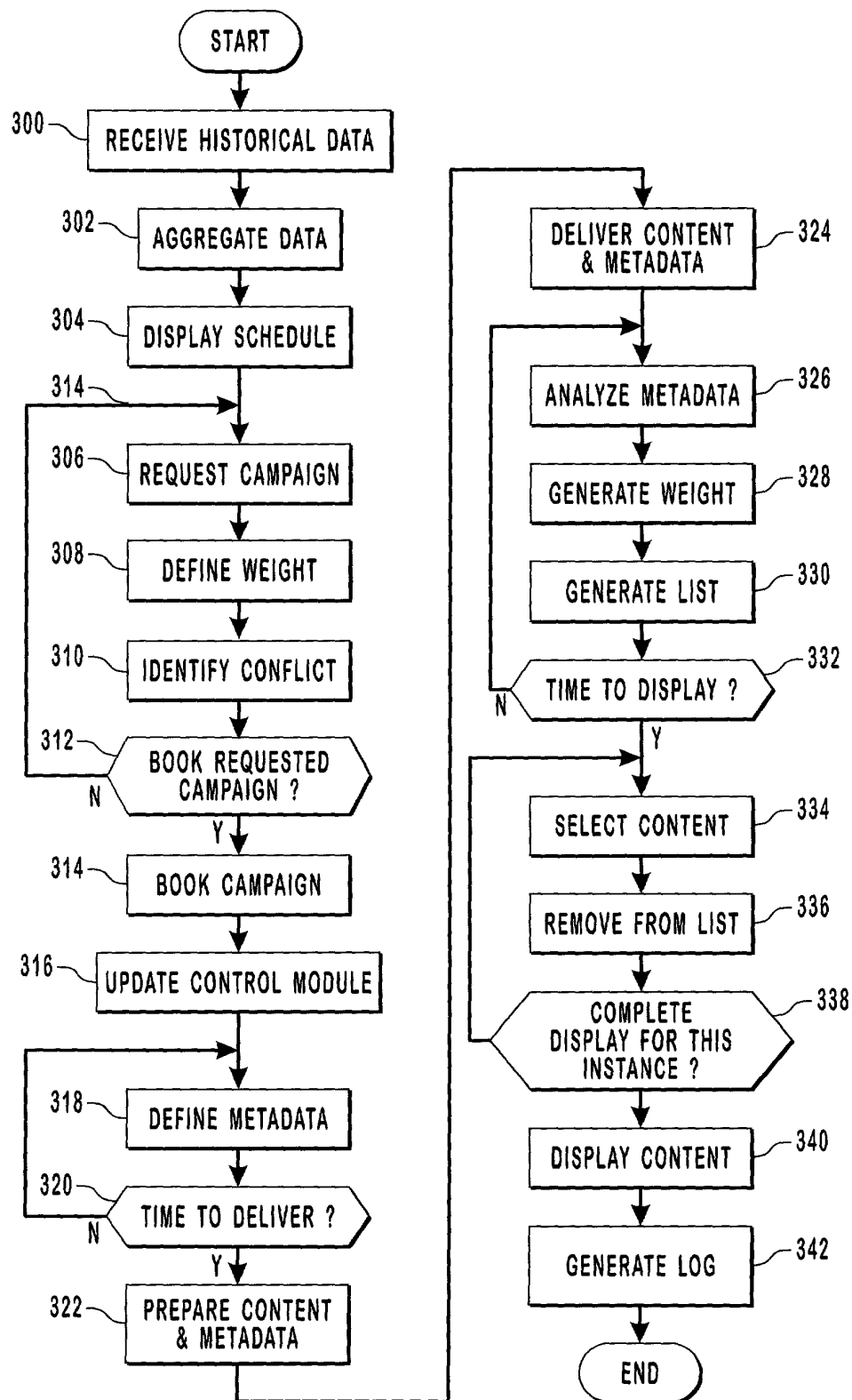


FIG. 9